

**DISCOUNT BRANDS
1994 PROMOTIONAL CALENDAR**

pp

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
PACK OUTLETS	Alpine: Incentive w/ 2 pack (39 mks) Basic: Incentive w/ 2 pack Retail Masters	Basic: Incentive w/ 2 pack	Cambridge: Incentive w/ 2 pack	Alpine: BIGIF (39 mks) Alpine Ethnic: BIGIF	Basic: Incentive w/ 2 pack			Basic: Incentive w/ 2 Pack	Alpine: BIGIF (39 markets) Alpine Ethnic: BIGIF	Basic: Incentive w/ 2 Pack		
CARTON OUTLETS	Basic: Incentive w/ Carton		Cambridge: Incentive w/ Carton	Alpine: BIG5 packs free	Cambridge: Incentive w/ Carton		Basic: Incentive w/ Carton		Cambridge: Incentive w/ Carton		Cambridge: Incentive w/ Carton	
MEGA VOLUME OUTLETS	Basic: Incentive w/ Carton		Cambridge: B3G1Free (1st week of month only)		Cambridge: Incentive w/ Carton		Cambridge: B3G1Free (1st week of month only)		Cambridge: Incentive w/ Carton			
FSIs			✓									
DIRECT			✓									

Pos
top 10 mkt by day
Military

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